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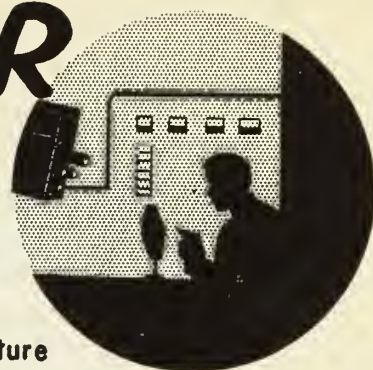


RFD LETTER

To
Radio Farm Directors

From
Radio and Television Service

Office of Information - U. S. Department of Agriculture



September 2, 1955
Letter No. 680

Dear Farm Director:

If you have an eye for a colorful T-V production, or an interest in chocolate candy, you would certainly have been delighted with the group of Nigerian leaders and their agricultural goodwill mission which showed up here yesterday. The reason we mention T-V is that these African chiefs and other leaders wore their rich native costumes of flowing silks and brocaded stuff, but spoke English easily and readily, while some carried cameras to take home their own impressions. The visitors included Minister of Agriculture Hon. A.N.A. Akinloye, Mrs. Akinloye, Mr. Aboderin, private Secretary to the Minister of Agriculture, Chief Yesufu Kabiawu, The Akire of Ikire, J.C. Avbenske, Esq., Chief H.O. Isikalu, Apetu of Ipetu Ijesha, J.O. Bamgbose, Chief Onikoro of Ikoro, Isaac Adyemi Ifekoya, and Prince O Ebhoje.

They discussed Nigerian production and exports in world trade with Department specialists, with special attention to cacao, vegetable oils, hides and skins, cotton, tobacco, and imported grains. They were especially interested in cacao beans from which chocolate is made. We have been using less chocolate in the past couple of years than we used to, though you may not have noticed it, because of substitutions. But these Nigerian chiefs who produce cacao beans have come here for better understanding of our farming and our chocolate industry.

Watershed Protection Progress Report

In a radio talk this weekend, Gladwin E. Young, deputy administrator of the Soil Conservation Service, reported under the Watershed Protection and Flood Prevention Act. He made it clear first that agricultural flood prevention and watershed protection is aimed at preventing the kinds of floods we have every four or five years in small watersheds, not the once-in-a-century disasters such as followed the Hurricane Diane. He pointed out that nearly 370 local organizations in 39 states have already asked the Department to help them plan and carry out watershed programs. SCS has so far authorized planning assistance in 86 watersheds in 37 states. He said these projects are definitely proving that local people will work together when they have the opportunity, such as the watershed project provides. He explained the term watershed as a valley or series of valleys joined together. Its problems involve local-state-federal teamwork.

Farming for Non-Farm People

RFD John Turrell, WBUT, Butler, Pa., calls our attention to a new sixteen page picture booklet designed to help farmers acquaint non-farm people with farming today. It is named "The Farm Story" and also illustrates another important phase of John's outside activity, which is producing public relations tools for farm folks.

New Guide to Sheep Breeding

USDA and the Idaho Experiment Station are now nearing the end of a 5-year study which may help in the breeding of sheep to produce a high yield of top-quality wool especially tailored to meet textile needs. These researchers have been trying to determine processing differences in wool from individual Targhee sheep. They sacked and shipped the main sorts of 1,200 fleeces for individual processing into wool top and for quality rating, to the Beltsville Research Center. The wool was also analyzed for length and strength, and the researchers will study the breeding and nutrition of the sheep which produced the best wool. Of course, such studies take time. But information on yields and quality of wool from individual sheep makes possible more precise selection of breeding animals. The scientists hope the information they gather may provide wool growers with a practical guide for selecting and breeding sheep that will produce the quality wool that will bring the highest return.

Alert Poultrymen Cooperates on Sales

The 7 West North Central States produce more than 25 percent of the poultry and eggs in this country, but have less than 10 percent of the "eating" population. With egg production increasing in the Northeast, on the Pacific Coast, and in the South, marketing the North Central surplus of eggs presents quite a challenge. The Department's Farmer Co-op Service reports the farmers in that region have taken the first step to improve the situation. They have organized local produce co-ops or have added egg marketing services to locals already in operation. The USDA specialists suggest the second step will be for the local co-op to band together into a federation.

Communication Worker Inventory

At an Extension Service luncheon yesterday, Director Stanley Andrews of the National Project in Agricultural Communications reported that an analysis of an inventory of agricultural communication workers shows very few had training in television, visual aids or the other media now recognized as essential. Most came thru training in straight journalism courses. Andrews predicted agricultural colleges will include a balanced course of training, including writing, editing, visual aids, radio and T-V. He said, we're going to have courses that don't just confine themselves to techniques but that go beyond and provide training that will help mobilize the resources to solve communications problems.

Better System of Hay Grading

Because most hay stays on the farm where it was grown, some folks often overlook its economic importance. Researchers of the USDA told the annual convention of the National Hay Association at St. Louis this week that hay represents a major part of the total feed crops harvested. Compared with other feed crops it ranks only a little below wheat in total crop value. They emphasized that hay probably varies more in quality and feeding value than any other harvested feed crop, and it is highly important to know the true feeding value of the different qualities. They reported, however, that some of their tests have shown weaknesses in the present grading system. In general, findings on feed value have justified the system, but under it sometimes hays are graded down because they fail to meet just one requirement and yet those hays may have very high feeding value. The specialists think a point system of grading with the total score determining the grade might help provide a better expression of feeding value.

Hogs Fed Raw Garbage

After the first of next January, hogs fed raw garbage any time in their life may not be moved interstate. More than 80 percent of all the hogs fed garbage in this country now get it cooked. But the veterinarians of the USDA say their experience shows that all garbage feeders must cook their garbage if the VE disease of hogs is to be completely controlled. They say the regulations in effect during the past two years were modified to permit shipment if the animals had been fed no raw garbage for 30 days before shipment. At that time, garbage-cooking equipment was hard to get. By January 1 there will be plenty of satisfactory cooking equipment available, so after that time no garbage fed hogs or hog products may be moved interstate except for slaughter and heat treatment. A virus in contaminated raw garbage spreads the VE disease. The treatment may lower value as much as 50 percent. This week, Department officials called attention to the heavier restrictions that will go into effect the first of the year.

Just Pesticides

The September USDA "Agricultural Research" out this week tells how engineers of the Department's Equipment Laboratory in Toledo are solving the problem of uneven dusting by aircraft. In the usual way, the dust tumbles out at varying rate and center rows get an overdose. The researchers are trying to get wider swaths and more even distribution in each pass the plane makes over the field. They have devised a fluidizer that send air up through the dust and makes the dry dust come out of the tube like a liquid. Now they are trying to find the best location for the outlet tubes to get a wide, uniform swath pattern. . . But the entomologists have not been content to improve the older ways of spreading insecticides and the like. They are making progress toward brand new ways to control pests. They have found that some chemicals have an unusual ability to move from one part of a plant to another. They think from their experiments so far it may be possible to develop systematic chemicals of many kinds to serve different purposes. If so, the pests that attacks or feeds on the crop plant may be the very ones killed by the chemicals inside the plant itself. Their approach to this poetic justice has been greatly helped by the use of radioactive 2,4-D to trace the movement of chemicals inside the plant. Radioactive tracers mark the movement of the material through the plants.

Farm and Home Network Shows September 10

NBC National Farm and Home Hour - Saturday 12:00 to 12:30 p.m. EDT.
"USDA Headlines" with Layne Beaty. Features: Cotton Mechanization
Conference, Texas A & M College.

CBS Farm News - with Claude Mahoney - Saturday 9:15 to 9:30 a.m. EDT.

ABC American Farmer - Saturday 12:30 to 1:00 p.m. EDT. "Top of
the Farm News" with Jack Towers. Features: Special Milk and School Lunch
Programs with Martin Garber, director of food distribution division of AMS,
and Jack Towers; and Knowlton Nash reporting from IFAP meeting at Rome.

CCBS "Agriculture USA" with Hollis Seavey. Features: "The Milky
Way for School Children," with AMS's food distributor, Martin Garber.

NRGS National Radio Garden Show with Jack Boley. Features:
Lance Hooks, reporting his success in developing good soil in his garden.

American Farmers' Tape-Views of Russia

Seven of the twelve US farmers returning from Russia held a news
conference in Under Secretary True D. Morse's office last Friday. We recorded
the whole affair, and while this was an unofficial delegation, we can offer
you a dub of a half hour of the highlights, if you send us a tape. What you
get has this drawback; it will include the questions of the Washington press
boys, some of which are a little hard to hear. Jack Towers says the answers
are all top quality. He will insert a remark to identify the farmer who
speaks. Jack says if you care for a dub of this tape send in a 1200 foot
reel of tape and we'll get it right back to you. The seven members of the
delegation were W. V. Lambert, Ralph Ainslee Olsen, Herbert W. Pike, David
Gale Johnson, Dean W. E. Reed, John M. Jacobs, and J. M. Kleiner.

More Milk for School Children

Enclosed with letter is a copy of the new school milk leaflet.
Phil Fleming of AMS tells us this leaflet has been prepared to inform school,
dairy, and other groups about the Special School Milk Program. With the
opening of this school year, school will find this program provides wider
opportunities to encourage the use of milk by children. It can operate right
along with the school's regular food service program, and each local school
official determines how best to boost the use of milk in his school. He
decides when, how, and at what price milk is offered to children. The program
aims to help elementary and secondary schools make our abundant milk supply
more readily available to children while they are in school . . . Going for-
ward to you also is this week's "Garden Facts" which gives some tips on
methods of storing garden produce at home.

T-V Clinic in Show-Me State

Our chief, Layne Beaty, and T-V Geier have headed for the T-V Clinic
at Columbia, Missouri, Sept. 2, 3, and 4. They will pass along any tips
they may pick up.

Sincerely,



C. A. Herndon

Radio and Television Service

Enclosures: 2

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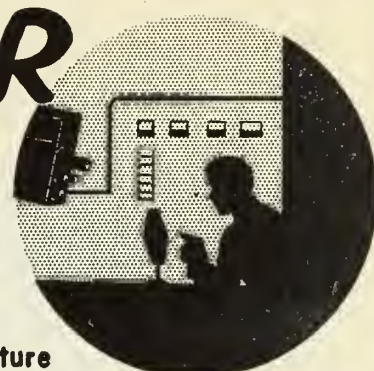


RFD LETTER

To
Radio Farm Directors

From
Radio and Television Service

Office of Information - U. S. Department of Agriculture



DEC 12 1955

September 9, 1955
Letter No. 681

Dear Farm Director:

This afternoon the USDA Crop Reporting Board reported around 10 percent less corn than was forecast a month ago but a little more than last year. Drought and heat cut corn yields sharply, also soybeans and grain sorghums. Hurricanes and floods caused losses to tobacco, vegetables and other crops in some parts of the east. Yet the AMS specialists say in spite of these losses, most early crops had large harvests. They estimate that gains in others may still carry our total crop output to the second highest on record.

Women's Group in Home Ec. Here

At Beltsville Research Center today a group of 11 young women from Brazil, Greece, Mexico, the Philippine Republic and Turkey are observing research work in home economics and agriculture. Their visit was arranged by the International Co-op Admn., the USDA, Oklahoma A & M, and Virginia Polytechnic. This weekend they leave for Stillwater, Okla., where they will study rural home ec. until next June. Then they will take in-service training from June to August under Virginia Polytechnic.

New Cattle Disease Puzzles Pathologists

This week State and Federal veterinary authorities announced they are moving together against a varied new cattle disease or diseases reported from more than 20 states. The diseases have shown up in various forms and been called by different names, such as viral diarrhea, mucosal disease, and rhinotracheitis or upper respiratory disease, sometimes referred to as "red nose". The cooperating researchers plan to carry forward the general program agreed on at Denver at the end of July. They intend to find the cause or causes of these diseases and, if possible, ways to combat them. These are the same diseases that first received organized attention last February. We will report further developments as they are announced. These troubles seem something to keep an eye on.

Insects Damaging Truck Crops

The Co-op Insect Pest Survey reported today that late summer and fall vegetable gardens and commercial truck crops are being hard hit by insects in many parts of the country. A severe infestation of the cabbage looper threatens Wisconsin's entire cabbage crop. The corn earworm is causing severe damage to tomatoes in South Carolina and N. Mex. Bean beetles are abundant in Alabama.

Japs Here to Study Management

Fourteen of Japan's chief industrialists, educators and government officials, including Seiichi Tobata, director of the Ministry of Agriculture's Institute for Research, arrived this week for a five-week series of conferences with U. S. management experts in San Francisco, Pittsburgh, Boston, New York City and Washington, D. C. They were brought here by the International Cooperation Administration. If you are interested in more details of their schedule, write us.

Meat - Hurricanes - Promotion and Bed-Springs

Gordon Loudon, Ext. R&TV, Louisiana State University, tells of a farm home in his state where a set of tired bed springs atop a 30 foot pole serves as an excellent TV set antenna with good pictures, sound, etc., from all around including some Texas stations 250 miles away. When Hurricane Connie blew past New York, Phil Alampi, WRCA-TV, put on a 2½ hour "Help Wanted - Connie" program in which he used USDA bulletin F-1896 on "Care of Damaged Shade Trees." Phil and Ruth also used the bulletin in answering the deluge of questions they got. Kay Nawn of AMS returned from one of her frequent travels last week displaying a picture of herself and Sam Schneider demonstrating meat cuts before a KVOO-TV (Tulsa) camera. She also showed us her membership card in a Schneider-spawned organization called "International Association of TV Guests on the Noon Show." The card signed by Sam as Home and Farm Director and Lee Thomas as Women's Director, says: "Having braved the hazards of bright lights, live microphones and staring cameras, and successfully triumphed over all, you are, therefore, entitled to the following privileges: 1. You may now speak with complete authority in any argument concerning television. 2. You are licensed to possess a true 'artistic temperament'. 3. You may freely criticize any and all TV shows. Our sincere thanks for appearing on the other side of Channel 2 cameras and helping us put the 'Show How' on homemaking, hobbies, fixit yourself and community building into 'The Noon Hour'". - Clever promotion gimmick, Sam! Kay is wearing the membership card close to her heart, but let us have the picture for office display.

Contract to Put Bounce in Cotton Rug

As part of the Department's program to develop new and extended outlets for cotton, the USDA has let a contract under which the Southern Research Institute of Birmingham, Alabama, will seek ways to improve the resilience of cotton-pile yarns in soft floor coverings. Cotton rugs and carpets give first-rate service, and their softness contributes greatly to comfort and informality in the home. But for some uses, more resiliency is preferred in cotton floor coverings.

Conservation of Farm Wetlands

A report on management of wetlands will form one feature of the 10th annual meeting of the Soil Conservation Society of America at Green Lake, Wisconsin, Sept. 12-14. Cyril Kabat of the Society tells us over 7,000 leaders of soil, water, forest, fish and wildlife conservation are sponsoring the meeting to promote a better total land use program.

Hail Columbia TV Ideas

It was three days and nights of stimulation for thought, the kind of thought that produces television shows which capture and hold audiences.

Those who came to the National Agricultural Television Clinic at the University of Missouri last weekend hoping to have formula and format for the "ideal farm TV show" handed them, didn't get it. They weren't supposed to. But we'll bet they are aware of some tools for TV creativity perhaps they didn't know before that they had. Also, there was an abundance of ideas displayed by word of mouth, demonstration, kinescope, etc., which will now, no doubt, be repeated over the country.

As Leo Geier of this office says, "The Idea is the thing." Since the Clinic, Leo believes that to be a good farm show, a production needs to be a good TV show for the general audience, too. And, that a local station can do network quality shows. He says he learned a lot of things about programming, audience and sponsors, but most of all about creating new ideas.

Sparkling many of these kindled mental conflagrations at Columbia were the panel of consultants; including G. Herbert True, head of communications sequence, University of Notre Dame; Gerhardt D. Wiebe, assistant to the president of CBS; Elihu Katz, sociologist at the University of Chicago; Ben Park, director of public affairs for NBC; Lynn Poole, director of public relations for Johns Hopkins University; George Heinemann, program manager, NBC, Chicago; Bill Suchmann, visuals director of 'Omnibus'; Paul Nelson, Gardner Advertising Agency, St. Louis; Paul Miller, director of extension, Michigan, and others including a Missouri farmer.

There was much "brainstorming" - tackling of problems in small groups with a time limitation.

The Nat'l Project in Agri. Communications, host Univ. of Missouri and the co-sponsoring organizations are to be congratulated on the Clinic. You'll be interested in the printed report when it's available. Keep in touch with Johnny Morrow of NPAC, or with us, for information on that.

RFDs attending the Clinic included Sam Schneider, KVOO, Tulsa; Harold J. (Smitty) Schmitz, KFEQ, St. Joseph; Armand Berube, CBC Montreal; John Bradshaw, Toronto; Gene Futrell and Dick Hull, WOI, Ames; Johnnie Holmes, KATV, Pine Bluff; Roy Jewell, CFPL, London, Ontario; Bill Kirschner, WKAR East Lansing; Jim Leathers, KMBC, Kansas City; Bill Morris, KOLN, Lincoln; Arnold Peterson, WOW, Omaha; Tom Templeton, KHQ, Spokane.

Some 86 telecasters from colleges, government agencies, TV stations, and networks, commercial firms and agencies, trade associations etc., in 33 states, Canada and Puerto Rico attended as participants, plus the consultants and panel members.

Fight Fire with Vigilance

Going forward to you with this Letter is the proclamation of President Eisenhower designating the week beginning October 9 as Fire Prevention Week. Also copy of a memo by Secretary Benson to heads of USDA agencies urging full use of informational resources and service programs to help farm people protect themselves and their property from fire. Remember October 9-15 is National Fire Prevention Week..... Although no figures are yet available, Department researchers will shortly announce a few simple practices for seedling methods now commonly used can boost forage yields several times over in the first harvest. They find cows waste forage when given a free head, as in the normal rotation-grazing method.

Farm and Home Network Shows September 17

CBS Farm News - with Claude Mahoney - Saturday 9:15 to 9:30 a.m. EDT.
Features: Pending.

ABC American Farmer - Saturday 12:30 to 1:00 p.m. EDT. "Top of the Farm News" with Jack Towers. Features: Knowlton Nash report from Rome IFAP meeting.

NBC National Farm and Home Hour - Saturday 12 to 12:30 p.m. EDT
"USDA Headlines" with Layne Beaty. Features: Highlights of IFAP meeting in Rome.

CCBS Agriculture USA with Hollis Seavey. Features: Observations by American farmers back from Russia.

NRGS National Radio Garden Show with Jack Boley. Features: Fred Zimmerman, USDA garden hobbyist, explaining some gardening techniques.

Kadderly to Costa Rica

Off to Latin America for a two-year hitch with the International Cooperation Administration is Wallace L. Kadderly, after finishing over 5 years in the Paris headquarters of the U. S. agricultural technical assistance program in Europe (ECA, MSA, FOA, ICA, etc.) As chief of USDA Radio Service during the war, Wallace was a prime mover in starting the NARFD organization, later served as its president while RFD at KGW, Portland, Oregon. In Europe he probably did more than any other individual to generate farm radio broadcasting in several countries, and now will likely be up to his old tricks south of the border. He'll headquarter at the Inter-American Institute of Agricultural Sciences at Turrialba, Costa Rica. He and Mrs. Kadderly have been on home leave in Oregon the past two months.

Agricultural Export Policy

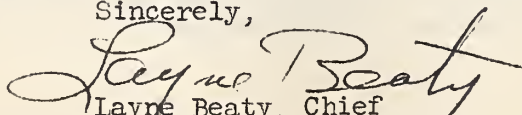
Day before yesterday, Secretary Benson held an important conference in Paris with our agricultural attaches and foreign trade groups to clear up misunderstandings about U.S. agricultural policies and programs. He pointed out that our agricultural export policy is based on three principles: (1) We will compete fairly on the world market, (2) We will be competitive in quality, (3) We will participate in a mutually profitable international trade that gives our customers abroad the continuous opportunity to earn the foreign exchange they need to buy our products. . . .

And With Our Home Folks

L. O. Tiedt, new farm reporter at KTRH, Houston, with Dewey Compton, writes that he has been bitten by the South Texas bug - for which there seems to be no cure. He used to work with A. B. Jolley on KRLD, Dallas - before that taught voc. agri. . . . Murray Cox, WFAA, Dallas, let himself in for minor surgery last week, arranged with a rotation of Texas area FFA supervisors, extension, college and magazine folks to do his broadcasts for 2 weeks.

If you haven't seen your name in this Letter lately, write and tell us what manner of skullduggery you've been up to.

Sincerely,


Layne Beaty, Chief
Radio & Television Service



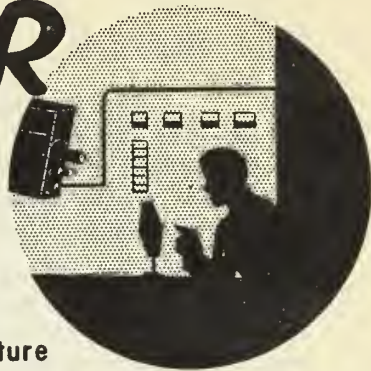
RFD LETTER

To

Radio Farm Directors

From

Radio and Television Service



Office of Information - U. S. Department of Agriculture

Dear Farm Director:

DEC 12 1955

September 16, 1955
Letter No. 682

Yesterday the Department made an announcement of some significance to RFDs and even more to ~~their~~ ^{their} ~~girl~~ ^{girl} friends who run the home programs. At first glance, you might think it just another internal shift in the organization of the Department's research. But we understand it is considerably more than that. It is an important change of emphasis that could eventually mean wider source material for some of your farm and home programs.

As you may recall, earlier this year plans were under consideration to shift USDA funds from the clothing and household equipment work to expand nutrition research. Now this will not be done. Instead, the Department is establishing three branches of home economics investigations: (1) dealing with research on human nutrition, (2) covering clothing and housing, and (3) research on household economics. This change provides for renewed emphasis on clothing and housing equipment research, and contemplates home economics research on many problems not now getting attention. It follows recommendations made by a 15-member home economics research advisory committee which met here in July.

As announced yesterday, the human nutrition research branch will center its work on food values, the body's need for food, cooking quality and use of foods, and the development of better ways to process and store foods at home. The clothing and household research branch will study the quality and use of clothing and household textiles for different household purposes, the kinds of household equipment needed by families, and will aim to find out how to better use and care for clothing, household textiles, the house and its equipment and facilities. The household economics research branch will investigate food use by various groups in the population, patterns of farm family spending, and the use of food and other family resources for higher levels of living.

Front and Center for Wool and Lamb

Soon you may want more programs that are all wool - and/or lamb - and a yard wide. The first of the week the USDA gave out the final count of votes in the recent referendum in which 72 percent of the growers voting approved the wool and lamb promotion program. Last March, Secretary Benson entered into an agreement with the newly organized American Sheep Producers Council. That agreement provided for advertising, promotion, and related market development activities to be financed from this year's incentive payments on wool and lambs if growers so decided. That agreement has now been made effective.

RFD Progress in Action

Dix Harper, RFD tells us "The Prairie Farmer" station WLS, Chicago, is all set to show Farm Progress in Action, September 29 and 30. In Boone County 2 miles N.E. of Belvidere, Ill, the Station cooperating with local farm and civic organizations will exhibit and demonstrate nearly forty of the newest developments of agricultural machinery, equipment, methods, ideas and research. At noon both days, WLS will broadcast its "Dinnerbell" program from the grounds, and also report such events as the meat hog identification contest, land clearing including tree felling and timber sawing, electric fence building, farm fire fighting, tile laying and ditching, crop drying, and hold continuous demonstrations of new corn pickers and new forage harvesters, etc.....Some of the boys are also preparing to report the 3rd annual International Dairy Show at Chicago, October 8-15. By this week, the management expected to have over 2,000 of this continent's finest dairy animals entered in the various contests. It reports more than 5,000 women have already submitted their favorite dairy recipes in the International Golden Dairy Recipe Contest for \$25,000 in prizes.....And your NATRFD Russian reporter, RFD Herb Plambeck of WHO is featuring the movies and pictures he took in a series of reports on Russia Monday nights on WHO-TV, and in another series on WHO Friday nights is featuring the interviews he had with Russians behind the iron curtain.....Throughout the duration of the National Plowing Contests in Wabash County, Indiana, this week, the National Pest Control Association tried to fly-proof the exhibit area. They wanted nobody going away saying there were any flies on the contest.

Advisers Check Brucellosis Plans

Every year the brucellosis disease of dairy and beef cattle costs this country a billion pounds of milk and millions of pounds of beef. Every year it still kills a quarter million calves before they are born. One-third are beef calves. And infected cows produce a fifth less milk and 40 percent fewer calves than those not infected. As you know, the Department and the States are cooperating on a program to eventually eradicate this disease. The specialists think it can be done. Programs vary from State to State, depending on local conditions. Last week an Advisory Committee of Five, headed by Dr. W. A. Hagan, Cornell University's dean of Veterinary Medicine, was in here getting oriented on the problem preparatory to making a frank evaluation of the efforts so far to wipe out brucellosis. Dr. C. D. Van Houweling, director of USDA's livestock regulatory programs, tells us the next step planned is for the Advisory Committee, by letters to State officials and organizations, and maybe later by hearings, to gather the information needed to judge how the brucellosis campaign is working. Early next week, Extension Director Ferguson is expected to ask extension people to poll the situation in their States. Some time in the latter part of November, the Committee may be ready to report. There might be some significant news in such a report, keep a lookout for it.

Reminder of Farm Holiday Abroad

George Kister, who has served agriculture as RFD on KMMJ for 28 years, has just sent us a handsome brochure giving the chronology of the Cuban Holiday Tour he led last February. The Tour was jointly sponsored by Radio Stations KMMJ, Grand Island, Neb., KXXX, Colby, Kansas, and KIOA, Des Moines, Iowa. The Chronology is going to the participants in the Tour, to help them remember some of the highlights.

Ten Years of FAO

Reviewing agricultural development of the past ten years, the Food and Agricultural Organization's North American Headquarters reported this week that the world is now producing about 20 percent more rice, milk, and cotton than before the war, about 30 percent more wheat, fats, and meat, 50 percent more fruit and sugar; and 80 percent more rubber, not counting synthetic rubber. But the report also shows that in many Far Eastern and in some Latin American countries the use of food per person is still below pre-war, and generally over large parts of the world the problem is not yet solved of providing people with the means to buy as much food as they need.

Moves Up and Around

NATPRD past president and owner of the Alampi Poultry Breeding Farm in Williamstown, N. J., Phil Alampi, was elected president of the Farm Club of New York this week.....RFD Jack Crowner, WION, Ionia, Mich., reports he has just received orders for duty with Uncle Sam as Public Information Officer in the U.S. Air Force at Elmendorf A.F. Base in Anchorage, Alaska. He hopes to get back in the PRD business in about two years from now and expects to keep up on farming in Alaska.

Secretary to Talk on Mechanization-Cooperation

This afternoon at a press conference Secretary Benson announced that next week he will make two major speeches; one on farm mechanization and the other on cooperation in services to agriculture. Tuesday September 20 before the Farmers' Equipment Institute at New Orleans, he plans to discuss the importance of mechanization to agriculture and the general agricultural situation. Also the prospective increase in agricultural implement prices. The next day, September 21st, he will address the Texas Citrus and Vegetable Growers and Shippers Association at Houston on services to agriculture and the need for cooperative efforts of local and State groups with commercial groups and government agencies.

Farmers Confident, says Benson

Secretary Benson today reviewed the agricultural situation and pointed out certain signs that farmers have confidence in the future. He said he now feels very firmly that agriculture is basically sound today. He declared that we have been moving from a war-time to a peace-time economy. That always involves some dislocations. It is true that farmers have not fully shared in prosperity, but he pointed out several signs that indicate farmers still feel confident. Among other things they are still buying farm real-estate, and still purchasing farm machinery. Sales of tractors have risen 33%, while other machinery purchases have gone up 15%. Another sign is the ratio of farm debts to total assets. Farm debts now represent only 11% of farm assets, compared with 19% in 1940, and 21% in 1930.

Insect Survey Tools Discussed

In a release for Monday afternoon, entomologists of the Department point out a number of ingenious ways of making surveys of insects and insect damage. Incidentally, it is often easier to see the damage than the bugs that cause it.

Farm and Home Network Shows September 24

ABC American Farmer - Saturday 12:30 to 1:00 p.m. EDT. "Top of the Farm News" with Jack Towers. Features: Preview of WLS Farm Progress Show, with Dix Harper; and Tips on Fall Lawn Care, with Dr. J. E. Juska, ARS.

NBC National Farm and Home Hour - Saturday 12:00 to 12:30 p.m. EDT "USDA Headlines" with Layne Beaty. Features: The Big Piney, Wyoming, Better Sires Project.

CBS News with Claude Mahoney - Saturday 9:15 to 9:30 a.m. EDT. Features: Pending.

CCBS Agriculture USA, with Hollis Seavey. Features: A report on Secretary Benson's trip abroad (Tentative)

NRGS National Radio Garden Show with Jack Boley. Features: Pending.
Better Credit Services to Farmers

At the national meeting of Farmers Home Administration state directors in St. Louis, next week, September 22-23, Administrator R. B. McLeaish will explain how FHA loans will be used in the Department's Rural Development Program to help low-income farmers. He will also urge the state directors to take every step possible to further increase participation of private lenders in the insured farm loan program.

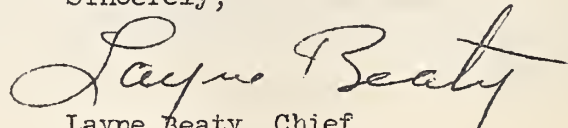
Korean Views U.S. Farm Life

After a week on a Wisconsin farm, Tae R. Kim, a Korean girl brought to this country by ICA to study ag. information, reports she is very much impressed by the fact that the ladies here including young girls are working very hard, regardless of whether they are well-to-do or not. Feeding chickens and milking cows at 5 a.m. and not being dressed up always, she says, is not the idea Korea has of women's rights in America.

His Programs Clicked

NC Ext. Ed. and dir. of info Frank Jeter died this morning - 4:30 following a cerebral hemorrhage. Now many of our meetings will miss some good stories, as only Frank could tell them. His familiar by-line will disappear from widespread newspapers. His well-known voice will fade from radio - his farm newscast was a daily feature over WPTF, Raleigh, for years - more recently he was farm commentator for NC's state radio network. No more will Frank appear as MC on the daily Extension Service TV show over N.C. University's educational station, WUNC-TV. Most of his 64 years since he was born at Sandtuck, S.C. Frank Jeter has spread farm information with laughter. As a farm editor and broadcaster, he was honored by offices and distinguished service awards, by the Department, by AAACE, the Farm Bureau, and many others. His old college, Clemson, made him an honorary D. Sc. Years ago, two national ad. agencies asked for transcriptions of his radio program to find just what made him click. 40,000 home demonstration club women went on record as answering a similar question by saying "he talks to us and about us, and that's why we like his program".

Sincerely,


Layne Beaty, Chief
Radio & Television Service

RFD LETTER

To
Radio Farm Directors

From
Radio and Television Service

Office of Information - U. S. Department of Agriculture



DEC 12 1955

U. S. DEPARTMENT OF AGRICULTURE

September 23, 1955
Letter No. 683

Dear Farm Director:

Several interesting developments were announced here this week, ranging from a nationwide uniform eartagging plan for cattle to a plan to boost export sales of wheat abroad.

Under an agreement between the Department and the Oregon Wheat Growers League, they will try to develop foreign markets for more of our wheat and wheat products. They are now surveying the potential markets to find out just what are the problems and possibilities. They have in mind such activities as nutritional demonstrations, the preparation and distribution of educational materials to point out the value of wheat and wheat products, and displays of wheat products designed to create more demand for them. In other words, they intend to advertise and sell our wheat and wheat products. The Oregon Wheat Growers League is already trying to increase the export demand for wheat which is in over-supply in Oregon and elsewhere in the Pacific Northwest. The plan will be financed under provisions of the Agricultural Trade Development Act of last year which allows part of the local currencies received in payment for U.S. agricultural commodities to be used to develop new markets for such commodities.

As for the uniform eartagging plan, that's something many farmers have long been anticipating. Tags for each new herd-improvement or disease-control program have made some cows look like Christmas trees. Department researchers have figured out a system now which provides a combination of letters and numbers enough to tag more than eight billion cattle with no duplications of tag numbers. They see three big advantages in this new system. First, there is no duplication of identification numbers, it makes one tag per animal serve for all purposes, and it doesn't cost individuals or groups any more. The specialists explain that the most important feature of the new system is a single record of number assignments kept in each state. The release going to you in a few days will explain the plan more in detail. In the past, considerable confusion has resulted from duplications nationally and even within the same state. Official agencies and groups can continue to buy identification tags where they choose, but they first get a block assignment of numbers from the federal or state official keeping the record book within their state. The Department researchers are now contracting for ear tags which conform with the nationwide uniform plan to use in identifying animals in the brucellosis and tuberculosis eradication programs.

Plans to Better Hog Prices

Declaring he is determined to improve the position of farmers, Secretary Benson this week announced he will call to Washington a representative group from the hog and pork industry to advise the Department how best to meet the situation that faces hog farmers and how best to use the machinery available to improve prices. He noted that hog farmers are already helping themselves through orderly marketing of hogs and through promotion efforts. He declared the campaign to sell more pork has already shown encouraging results, and said the Department will give every assistance to the hog and pork industry to solve its problems. The advisory group is expected to make a careful appraisal of the possible need of more direct actions to help hog growers, such as the efforts made when the beef industry faced a similar price situation on beef two years ago.

New Service on Fruits and Vegetables

At Houston, Wednesday, in that talk with the Texas Citrus and Vegetable Growers and Shippers Association meeting, Secretary Benson reviewed such services to farmers as crop reporting, the Market News Service, the Standardization and Inspection Service, the acreage-marketing guides program, and the new Marketing Clinic Program. AMS has begun this new service on a very limited scale and are now working with east Texas groups on this kind of program. The purpose of the Marketing Clinic Program is to bring together all interested groups in a community for a clinic where marketing problems are discussed and analyzed, and recommendations for solving them are considered. This localized approach to marketing problems is flexible and aims to give local people maximum responsibility for working out local problems.

Fresh Forest Fire Platters in Making

FS Bill Bergoffen tells us foresters are planning to launch a brand-new 13-week platter series with Smokey Bear, the Singing Woodsmen, and again featuring the 'Sons of the Pioneers'. The series aims to help prevent forest fires and entertainment-wise will have new outdoor songs, as did the first series. It is part of the cooperative forest fire prevention program conducted by State Forestry Departments and the USDA Forest Service under the sponsorship of the Advertising Council. Bill hopes to have this new platter series ready for release around the end of November.

Tape Salute to FAO's Birthday

If you want us to tape you to the joint U.S.-Canada celebration of the 10th anniversary of the Food and Agriculture Organization at Hotel Frontenac, Quebec, October 14-15-16, let us know. Jack Towers is getting together a 5 to 7 minute advance tape featuring U.S. Secretary of Agriculture Benson here in Washington; a tape of Canada's Minister of Agriculture Gardner that CBC is making for us in Ottawa; and a tape of Dr. P. V. Cardon, director-general of FAO being made for us in Rome. Both Gardner and Cardon will be at the Quebec meeting. Jack has designed the combined tape to stand on its own as a salute to FAO, or you can use it as a point of take-off for additional treatment of your own. We'll have the tape ready by the end of September. Send your tape along and we'll be glad to dub you a copy.

Life Saving by Radio-TV

Dan Thompson, the National Safety Council director of radio and TV, has just called our attention to the thought-provoking farm safety sessions listed for the 43rd National Safety Congress and Exposition, October 17 through 21st. He also sends along a sheet of 42 Years of Safety Facts aimed to knock the eye of irresponsibility, incompetence and indifference out of accidents. He suggests that radio and TV networks and stations can help save lives by transmitting spot announcements based on this fact sheet. He also sees good programs in panel discussions with local safety people, as well as the usual salutes to the National Safety Congress. . . Maybe we can help get Killer Cain out of the car.

Foreign Affairs Tapes to Come

Due to the tightness of schedules, there were no tapes made on Secretary Benson's trip in Europe. However, we are keeping on file the names of RFD's who asked for such tapes. We expect to make tapes in connection with other USDA officials on business abroad, and from time to time may also have recordings from agricultural attaches in various countries. We hope to send these along to the names on the list, and will add the names of any other of you who may want on. You might specify what you would prefer in subject matter.

A Preview of Livestock in 1956

In what he called a preview of livestock prospects for 1956, Harold Breimyer of AMS's economics division told a series of California Farm Bureau Federation regional meetings ending this week that prospects for next year point to continued emphasis on livestock production and to a continued large outturn of meat. He estimated that profit margins in livestock will stay rather narrow in the next year, but fairly low cost feed will help protect them. He saw few changes in either production or prices of sheep and lambs. He said production of pork might increase a bit more, but there is a good chance that cattle numbers and beef production will ease off a little. Next year could be the beginning of a gradual reduction from the present record production of beef. Mr. Breimyer also noted that farmers and ranchers are better supplied with economic information now than ever before, and more of them are taking general economic factors into account in the conduct of their business.

"World's Series of Poultrydom" . . .

At least that is what the Northeastern Poultry Producers Council calls its 14 States Poultry Fair in Harrisburg, Pa., October 4-6. In the modern kitchens of the Farm Show Building, Prof. Paul Margolf of Penn State, who has already popularized turkey steaks and chickenburgers, is scheduled to serve as technical director of a crew of expert chefs who will cook new poultry dishes. The Fair will also feature lectures and demonstrations on the latest in poultry raising and marketing.

As Omnibus Bill Suchmann says: Everything seen on a TV screen is a visual - performers, scenery, props, and graphics. Plan each of these elements with the others in mind - not as separate entities. All visual elements must be coordinated with each other and if possible be given a similar look or style. Visuals must add to the point of the show - not compete. And remember, a TV visual must be seen, understood, and enjoyed.

Farm and Home Network Shows October 1

NBC National Farm and Home Hour - Saturday 12:00 to 12:30 p.m. EDT. "USDA Headlines" with Layne Beaty. Features: "Oyster Farming".

CBS News, with Claude Mahoney - Saturday 9:15 to 9:30 a.m. EDT Features to be scheduled later.

ABC American Farmer - Saturday 12:30 to 1:00 p.m. EDT "Top of the Farm News" with Jack Towers. Features: "Irrigation in Idaho", with Idaho State Ext. Ed. Archie Harney; and "A Roundup of Plentiful Food Campaigns" with an Agricultural Marketing Service specialist.

CCBS Agriculture USA, with Hollis Seavey. Features: "The Agricultural Attache" with Robert Tetro, FAS.

NRGS National Radio Garden Show, with Jack Boley (Taking time out until Spring.)

Cleaner Wheat Needed Next Year

Going forward to you with this Letter is the notice of the Food and Drug Administration that it will tighten sanitary requirements on wheat beginning next July. Food and Drugs Commissioner George Larrick says that under the present program substantial progress has been made in improving the handling and storage of wheat to prevent contamination. But experience during the past six months shows the levels of judgment need further tightening to promote still more cleanliness in our U.S. food supply.

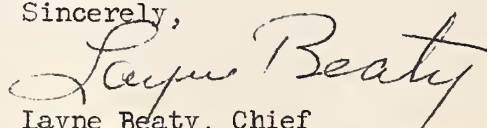
World's Worst Stored Grain Pest

To include information about that new menace, the Khapra beetle, Department entomologists have revised Farmers' Bulletin 1260 on "Stored Grain Pests." Grubs of these little devils may live for months or even years without food. The beetles can hide in crevices of buildings where they are hard to reach with insecticides. First discovered in California two years ago, this fast multiplying insect is now found in Arizona, New Mexico, and California, and could easily spread to other states. The bulletin shows how to identify the Khapra beetle grubs and adults. A copy is enclosed.

Management Hears About Farm Programming

Annual regional meetings of the National Association of Radio and Television Broadcasters, now in progress, are including a talk or presentation by a radio farm director. This feature comes on "radio" day of the three-day meetings, of which there will be eight. Two have been held so far, and we have word that Jack Jackson, KCMO, Kansas City, and Bob Miller, WLW, Cincinnati, represented the profession very well this week at Chicago and Saranac Lake, N.Y. respectively. NARTB president Harold Fellows and vice pres. (for radio) Johnny Meagher, worked out arrangements with NATFED Prexy Frank Atwood (WTIC, Hartford) and a committee.

Sincerely,

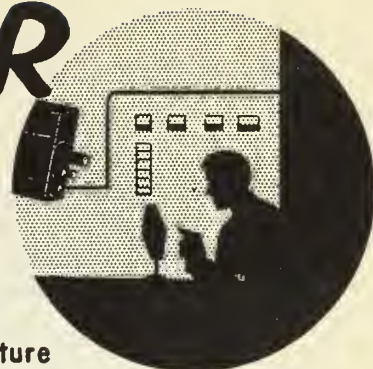

Layne Beaty, Chief
Radio & Television Service

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RFD LETTER

To
Radio Farm Directors
From
Radio and Television Service



Office of Information - U. S. Department of Agriculture

September 30, 1955
Letter No. 684

Dear Farm Director:

U. S. DEPARTMENT OF AGRICULTURE
CURRENT SERIAL RECORD
DEC 12 1955

This time next week representatives of hog farmers and the pork industry will be here with Secretary Benson and other Department officials. This is a follow-up on the Secretary's plan we flagged to your attention last week. The Secretary invited this group to meet here to canvass ways to keep pig prices from being crushed by that awkward old sow called Heavy Supply. As Secretary Benson pointed out yesterday, with increasing supplies of hogs coming on the markets this fall and winter, we will have to move more pork into use. He says it is important to prevent down-swings in prices of hogs, not only because such price changes affect farm income, but because they also generate undesirable declines in meat output for consumers. Ways to further step up the pork promotion campaign - which seems to be working - will also be discussed at the meeting. . . . At Ann Arbor, Michigan, Monday afternoon, before an area meeting of Kiwanis Clubs and farmer guests, Under Secretary of Agriculture True Morse will discuss the building of a stronger rural America. Mr. Morse heads up the new Rural Development Program, and his speech will emphasize that every rural community and trade area should have a part in this program.

Slingshot Sorts Cottonseed

A Department release has just come to our desk that researchers at USDA's Southern Laboratory have adapted the favorite weapon of 'Dennis the Menace' in solving the baffling problem of cleaning and grading cottonseed. After finding that the ordinary slingshot works well in separating the lighter trash from the heavier seed, they are now building a Paul Bunyan size slingshot device to do the same thing on a big scale.

Service to Read Fruit Leaves

Michigan State has established a leaf analysis service to help Michigan fruit growers determine what fertilizing their trees need. Dr. R. J. Haskell USDA-Ext. tells about it in his "Garden Facts" going to you with this Letter. The Extension Service helps collect leaf samples from growers in midsummer, and the Experiment Station staff grinds up the leaves, analyses them spectrographically and chemically, and then diagnoses the fertilizer needs of the orchard from which the leaves were collected. The scientists already have standards which permit analysis of apple, peach, pear, cherry, and plum leaves. Grapes, blueberry, strawberry and raspberry will be added as soon as possible.

New Stations in TV Picture

Jim Chapman writes from Ohio State U. that the WOSU-TV operation is about ready to hit the air, with equipment installed and crew training. Jim has been getting the feel of the controls himself, which seems a good idea for anyone who is going to produce a half hour a day five days per week, as he expects to do. . . . Tomorrow, October 1, Detroit Education Television Foundation station WTVS begins regular operation with a 5 hours a day schedule Monday through Friday and Saturdays and Sundays from 4-6:30 p.m.

Plentiful Produce for October

During the first eight days of October, the rice industry is making a special effort to sell rice. Although farmers in this country produced the smallest crop this year in four years, the market supply is nearly a third more than we normally use. The Department is going along with this program to get more of this economical and convenient food to our people....
....October 17-23 pork is on the bountiful fill-of-fare. The meat industry and the USDA figure the big pig crop last spring combined with early farrowings and big supplies of corn add up to a first rate opportunity to sell pork. We have 10 percent more pork than we had last fall. . . . And October 22-30 has been picked to push potatoes - farmers are taking steps to reduce the problems of marketing the big crop by selecting the better, more attractive spuds to send to market. . . . Other good food buys in October include beef, broilers and fryers, cheese and other dairy products, vegetable fats and oils, grapes, and lard.

Managing Forage for More Feed

Last year, Department researchers began comparing three ways of managing pastures for dairy cows. The scientists are not yet ready to announce final results, but their preliminary trials indicate that milk cows used more than enough pasture of high quality than they need to use for top milk production. Their figures seem to show that when cows are given a free head, as it were, they waste feed. They say under controlled grazing, or when the forage is cut each day and taken to the cow, she wastes less than when she has a large field to pick and choose from for a week or 8 days. They suggest that large operators, especially in irrigated country, who are equipped to do the job, may get more milk to the acre by taking the forage to the cows.

"With All Thy Getting Get Understanding"

From the Kiwanis International we have the first issue of the Farm-City Week Progress Report. USDA is cooperating, as is NATFRD, in making Farm-City Week October 23-29 a real means of bringing better understanding between town and country folks. Each issue of the Progress Report promises to have some pertinent Farm-City facts around which radio and TV shows can be built. We are going to be on the lookout for those facts and any others we can dig up - and hope you will too. To our way of thinking, the idea of better farm and city understanding of each other's problems is tailor-made for radio and TV. During Farm-City Week everybody concerned will make a concentrated effort to dramatize and explain the role of farmers, the role of city folks and the dependence of each upon the other.

Radio 25 Years Ago - As Now?

"When I've bedded down the cattle
During dinner let 'em lie.
I don't want pigs and pedigrees
Mixed with my pumpkin pie!"

That is one verse of a theme song a listener sent a speaker on Kamp Charles' "Country Air" program for Swift and Co. over WLS, Chicago in 1930. "Casey", as we call him, has been with USDA for 10 these many years. But he was an RFD long before we had such an organization. He still wonders whether any RFDs have yet solved that old problem of the queasy stomach and the dinner-time program.

Calling Mid-Atlantic RFDs!

Bill Haffert says if you are interested in radio or TV coverage from Maryland, Delaware, New Jersey, Eastern Pennsylvania or Long Island, at the Mid-Atlantic Farm and Home Show at Atlantic City, November 2, 3, 4 or 5, please make advance arrangements with Fred Lang, Farm Show Office, 12 Central Pier, Atlantic City, N.J. HOME tentatively plans a network show from there November 4, and WCAU-TV will originate three shows from the Convention Hall that day.

Old MacDonald Had Radio Program, Too

Here a Show - There a show -- Here and there a show-show! That's the way it goes with Bill MacDonald's KFAB Farm Service from his Highland Acres Farm, P.F.D. 8, Lincoln, Neb. His schedule from his farm begins at 6:30 a.m. He has as many as nine regularly assigned programs a day, with the last one ending at 6:25, plus field trips and one or more network shows per week, with news coverage thrown in for good measure. His chief trouble seems to be convincing folks who want to see his operation that his is not a show place, but just an average Lancaster County, Neb. farm.. not subsidized in any way, and nothing but the radio setup to show. . . . RFD Paul Vogel, WDAF, WDAF-TV tells us that October 10 through October 13, they will have daily and complete broadcasts from the 28th Future Farmers of America Convention in Kansas City, Missouri, and will also originate programs direct from the American Loyal Livestock and Horseshow arena each day of this great Mid-West Farm Event, which runs October 14th through October 22. . . . And there's the further schedule of RFDs who are addressing regional meetings of the NARFB in the next few weeks: Phil Alampi, WRCA, New York the meeting at Roanoke, Va., Oct. 12th; Mal Hansen, WOW, Omaha, at San Francisco, Oct. 24; Jack Timmons, KWKH, Shreveport, La. at Colorado Springs, Nov. 1; John McDonald, WSM, Nashville, Tenn., at Des Moines, Iowa, Nov. 7th; and Herb Plambeck, WHO, Des Moines at Dallas, Nov. 15.

October "Agricultural Research" Next Week

How organized testing and record-keeping are improving our dairy herds; how to get the best results with freeze-dried potatoes; ridge farming as a promising practice to save soil and work; and how scientists are managing soils to get nutritionally richer crops -- these are a few of the topics discussed in the October issue of USDA's "Agriculture Research" out October 5.

Farm and Home Network Shows October 8

CBS News with Claude Mahoney - Saturday 9:15 to 9:30 a.m. EDT.
Features: "Corn Growing in Minnesota" with Jim Hill, WCCO, Minneapolis.

ABC American Farmer - Saturday 12:30 to 1:00 p.m. EDT "Top of the Farm News" with Jack Towers. Features: International Dairy Show in Chicago, with Dix Harper; and "Corn Yesterday and Today" with Ray Wolf, U. of Minnesota.

NBC National Farm and Home Hour - Saturday 12 to 12:30 p.m. EDT
"USDA Headlines" with Layne Beaty. Features: International Dairy Show.

CCBS Agriculture USA, with Hollis Seavey. Features: "Farm-City Week" with Ext. Service Joe Tonkin and a representative of Kiwanis Int'l.

Plowing Through the Air Lanes

A two-week trip to Europe is part of Bob Miller's (WLW, Cincinnati) duties as co-chairman of the 1957 World Conservation Exposition (plowing matches) as he takes off Monday with 11 other Ohioans to attend the 1955 plowing matches in Sweden. They'll also visit England, Denmark, and France. . . . Jack Jackson, KCMO, writes from his bed in St. Luke's hospital, Kansas City, that he finally gave up to flu germs that had been nipping at him, but will be travelworthy in time for his round-the-world hop with a group of midwestern farmers starting Nov. 1. . . . Roy Guntow, RFD at WKOW, and WKOW-TV, Madison, Wis., says they are ready to begin a half-hour Monday through Friday, noon farm and home television show. "They" includes Roy on the farm end, WKOW's Women's Director, Luella Mortenson; Decorative Arts Director, Fern Fowler; and Meteorologist, Pete Kuhn.

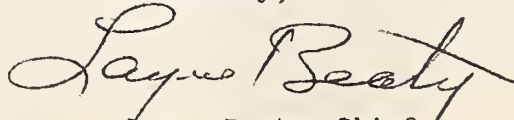
RFDs Host Foreign Broadcasters

Yesterday an ICA-sponsored group of eight from Colombia, Norway, Peru, and the Philippines arrived in U.S. for 10 weeks under management of USDA, the Land Grant Colleges, NATRFD, and the Farm Editors Ass'ns. They came to study U.S. press, radio, and extension education until Dec. 17. USDA Information's Stanley Gaines will serve as Technical Leader to shepherd them about. Three are especially interested in radio: Richardo Chaves, ag engineer and tech info specialist from Colombia; and Jose Caceres, radio engineer, owner and director of "Radio Tacna", Peru, who will be with RFD Chet Randolph, WMAX, Yankton, S.D. Nov. 13-19. At the same time, Leopoldo Dondiz, ag info. in the Philippines, will be with RFD Marvin Vines, KTHS, Little Rock. From Oct. 30-Nov. 5, Dondiz and Caceres will be with RFD Wes Seyler, WIBW, Topeka, Kans. The whole group will spend a week each at Univ. of Mo., and Okla. A & M and at Chicago during the Int'l Livestock Exposition.

Now Ready! - That 3-Star FAO Birthday Tape

Jack Towers tells us he has just received the tape recording of Dr. P. V. Cardon in Rome. That completes the roundup, so he is now ready to dub you a copy of a 7 minute salute to the 10th birthday celebration of FAO in Quebec, Oct. 16. It will feature FAO's Dr. Cardon, Canada's Ag. Minister Gardiner, and Sec. Benson. Send in a blank tape if you want a copy.

Sincerely,



Layne Beaty, Chief
Radio & Television Service

P.S. "WATER" - the '55 Yearbook of Agriculture is expected off the press in Oct.